

What is claimed is:

1. A broadcast system for delivering content to a terminal, including a plurality of transmitters, the transmission characteristics of which define a network topology and a network controller responsive to distribution of demand for specific content to determine an appropriate network topology by varying the transmission characteristics of at least one of the transmitters.
2. A system as claimed in Claim 1, including signalling means providing information relating to the network topology for delivery to a terminal.
3. A system as claimed in any one of Claims 1 to 3, wherein the network controller is operable to modify the topology to reduce the number of cells in an area to which the same content is being delivered.
4. A system as claimed in any one of Claims 1 to 4, wherein the network controller is operable to modify the topology to increase the number of cells in an area to which different content is being delivered.
5. A system as claimed in any one of Claims 1 to 4, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.
6. A system as claimed in Claim 5, wherein the network controller is operable modify the topology to deliver, in at least one cell, the content being delivered by the further transmitter.
7. A system as claimed in any one of Claims 1 to 6, wherein at least two transmitters comprise said plurality of transmitters.

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8. A system as claimed in any one of Claims 1 to 7, wherein said transmitter characteristics are varied in respect of one or more of the following, namely frequency, antenna directivity or transmission power.

5 9. A method of delivering content to terminals over a network whose topology is defined by the transmission characteristics of a plurality of transmitters, comprising analysing the content to be delivered together with its destination and varying the transmitter transmission characteristics accordingly.

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10. A method as claimed in Claim 9, wherein the transmitter characteristics are varied such that cellular density of the topology is reduced in an area where substantially the same content is being delivered to terminals,

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11. A method as claimed in Claim 9 or Claim 10, wherein the transmitter characteristics are varied such that the cellular density of the topology is increased in an area where substantially different content is being delivered to terminals.

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12. A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to any one of claims 9 to 11.

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13. A computer program as claimed in Claim 12, stored on a computer readable medium.

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14. A broadcast system having a plurality of transmitters for delivering content to terminals in respective locations each transmitter operating in accordance with a set of operational characteristics comprising:

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means for determining a distribution of terminals for delivery of common content; and

means for varying the operational characteristics of a transmitter responsive to the determined distribution of terminals.

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15. A method using a plurality of transmitters for delivering content to terminals in respective locations comprising determining a distribution of terminals receiving common content and varying a set of operational characteristics of a transmitter responsive to the distribution of terminals.

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16. A terminal for receiving content from a broadcast network having a plurality of transmitters for delivering content to terminals in respective locations each transmitter operating in accordance with a variable set of operational characteristics, the terminal comprising means operable to receive a signal indicative of the operational characteristics of a transmitter whereby the receiving means is operable to receive content delivered in accordance with the signal.

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17. A method of receiving content from a broadcast network having a plurality of transmitters each transmitter operating in accordance with a variable set of operational characteristics, the method comprising receiving a signal indicative of operational characteristics of a transmitter delivery said content and changing reception characteristics in accordance therewith.

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18. A method as claimed in Claim 17, including the step of consulting a further signal for said reception characteristics required to receive said content.

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19. A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance

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with said code to carry out the method according to any one of claims 17 or 18.

20. A computer program as claimed in Claim 19, stored on a computer readable medium.

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